



# HomeSwapper®

## Encouraging tenants to add photos

Having photos of their home on their HomeSwapper adverts is one of the most important things tenants can do to improve their chances of a swap... but less than half of tenants include them!

So, what can you do to encourage your tenants to finish off their adverts with some photos?

## Who to approach

Finding out which of your tenants don't have photos on their adverts is easy!

Simply go to the **Action points** section of your HomeSwapper Dashboard to see how many of your tenants do not have pictures on their adverts.

### Action points

70 users without email addresses

64 property listings without photos

0 HomeSwapper notes awaiting review

HomeSwapper Clear all

Status  
Live ✕ Not yet approved ✕ >

Swap urgency >

Photos  
Doesn't have photos ✕ >

### HomeSwapper status

- Not yet approved
- Live
- Archived
- Hidden
- Swapped

Then click on **Property listings without photos** to turn this into a list that can be exported to Excel. Make sure you filter the results to show only active tenants and remove those who have been rejected, archived, hidden or those that have swapped.

Search

Save search



## How to approach

There are a few ways that you can reach out to tenants to encourage them to upload photos of their home to their HomeSwapper adverts.

We've put together two guides for tenants on how to add photos:

### 1. Adding photos

a guide to taking a great photo and uploading it to HomeSwapper

### 2. Carl's guide

Taking the perfect picture: a swapper's tips for taking a great photo

## How to share these guides



### Mailout campaign

With your exported list of tenants that don't have photos on their adverts, complete a mailout campaign with these guides - either by post or email - to encourage them to upload photos of their home.



### Newsletters

Include these guides in your newsletters to tenants and ask them to follow the steps for uploading photos.



### Tenant dashboard

At HomeSwapper, we can put reminders on your tenants' dashboards encouraging them to upload photos to their accounts... all you need to do is ask!



### Social media

Post the steps to uploading photos across your Twitter and Facebook channels. Remember, tenants with photos on their adverts are 2½ times more likely to swap!